IN THE CLAIMS

The following claims are pending in the present application:

1. (Original) A method, comprising:

receiving a user-input search string from a node;

determining an attribute of the user;

determining if there is an advertisement associated with the search string and attribute combination;

performing a search based on the search string using a search engine; and

causing the advertisement to be displayed together with a result of the search on a display associated with the node.

2. (Original) The method of claim 1, wherein the attribute of the user is selected from the group consisting of the age, gender, income, and location of the user.

3. (Original) The method of claim 2, wherein the location comprises a geographic location of the node.

4. (Original) The method of claim 2, wherein the location comprises a network address of the node.

5. (Original) The method of claim 3, wherein determining the location comprises prompting the user for input of a location indicator for the node.

6. (Original) The method of claim 5, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

7. (Original) The method of claim 4, wherein determining the location comprises mapping the network address of the node to a physical location.

8. (Original) The method of claim 1, wherein causing the advertisement to be displayed comprises composing the search result and the advertisement into a single feed; and sending the feed to the node for display by a browser.

9. (Original) A method, comprising:

causing a bidding interface to be displayed on at least one display, the bidding interface comprising functionality to allow a bidder to bid for a search string and attribute combination, wherein the attribute is an attribute of a user who input the search string;

receiving at least one bid for the search string and attribute combination;

determining a winner of the at least one bid; and

associating an advertisement for the winner with the search string and attribute combination so that when the search string and attribute combination is input to a search engine, the advertisement is displayed together with a result of the search.

10.   (Original) The method of claim 9, wherein determining the winning bid is based on a monetary amount of the bid.

11.   (Original) The method of claim 9, wherein the bidding interface displays at least some of the bids that have been received for the search string and attribute combination.

12.   (Original) The method of claim 9, wherein the attribute comprises a location in the form of a geographic location of the user.

13.   (Original) The method of claim 9, wherein the attribute comprises a location in the form of a network address of a computer of the user.

14.   (Original) A computer readable medium, having stored thereon a sequence of instructions which when executed by a processor, cause the processor to perform a method comprising:

    receiving a user-input search string from a node;

    determining an attribute of the user;

    determining if there is an advertisement associated with the search string and attribute combination;

    performing a search based on the search string using a search engine; and

causing the advertisement to be displayed together with a result of the search on a display associated with the node.

15. (Original) The computer readable medium of claim 14, wherein the attribute of the user is selected from the group consisting of the age, gender, income, and location of the user.

16. (Original) The computer readable medium of claim 15, wherein the location comprises a geographic location of the node.

17. (Original) The computer readable medium of claim 15, wherein the location comprises a network address of the node.

18. (Original) The computer readable medium of claim 16, wherein determining the location comprises prompting the user for input of a location indicator for the node.

19. (Original) The computer readable medium of claim 18, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

20. (Original) The computer readable medium of claim 17, wherein determining the location comprises mapping the network address of the node to a physical location.

21.   (Original) The computer readable medium of claim 14, wherein causing the advertisement to be displayed comprises composing the search result in the advertisement into a single feed; and sending the feed to the node for display by a browser.

22.   (Original) A computer readable medium, having stored thereon a sequence of instructions which when executed by a processor, cause the processor to perform a method comprising:

causing a bidding interface to be displayed on at least one display, the bidding interface comprising functionality to allow a bidder to bid for a search string and attribute combination, wherein the attribute is an attribute of a user who input the search string;

receiving at least one bid for the search string and attribute combination;

determining a winner of the at least one bid; and

associating an advertisement for the winner with the search string and attribute combination so that when the search string and attribute combination is input to a search engine, the advertisement is displayed together with a result of the search.

23.   (Original) The computer readable medium of claim 22, wherein determining the winning bid is based on the monetary amount of the bid.

24.   (Original) The computer readable medium of claim 22, wherein the bidding interface displays at least some of the bids that have been received for the search string and attribute combination.

25.   (Original) The computer readable medium of claim 22, wherein the attribute comprises a location in the form of a geographic location of the user.

26.   (Original) The computer readable medium of claim 22, wherein the attribute comprises a location in the form of a network address of a computer of the user.

27.   (Original) A system, comprising:

a processor;

a memory coupled to the processor, the memory storing instructions which when executed by the processor, cause the system to perform a method comprising:

receiving a user-input search string from a node;

determining an attribute of the user;

determining if there is an advertisement associated with the search string and attribute combination;

performing a search based on the search string using a search engine; and

causing the advertisement to be displayed together with a result of the search on a display associated with the node.

28. (Original) The system of claim 27, wherein the attribute of the user is selected from the group consisting of age, gender, income, and location of the user.

29. (Original) The system of claim 28, wherein the location comprises a geographic location of the node.

30. (Original) The system of claim 28, wherein the location comprises a network address of the node.

31. (Original) The system of claim 29, wherein determining the location comprises prompting the user for input of a location indicator for the node.

32. (Original) The system of claim 31, wherein the location indicator is selected from the group consisting of a postal code, a network address, a state, and a city.

33. (Original) The system of claim 30, wherein determining the location comprises mapping the network address of the node to a physical location.

34. (Original) The system of claim 27, wherein causing the advertisement to the display comprises composing the search results and the advertisement into a single feed; and sending the feed to the node for display by a browser.

35.   (Original) A system, comprising:

a processor;

a memory coupled to the processor, the memory storing instructions which when executed by the processor, cause the system to perform a method comprising:

causing a bidding interface to be displayed on at least one display, the bidding interface comprising functionality to allow a bidder to bid for a search string and attribute combination, wherein the attribute is an attribute of a user who input the search string;

receiving at least one bid for the search string and attribute combination;

determining a winner of the at least one bid; and

associating an advertisement for the winner with the search string and attribute combination so that when the search string and attribute combination is input to a search engine, the advertisement is displayed together with a result of the search.

36.   (Original) The system of claim 35, wherein determining a winning bid is based on a monetary amount of the bid.

37.   (Original) The system of claim 35, wherein the bidding interface displays at least some of the bids that have been received for the search string and attribute combination.

38.   (Original) The system of claim 35, wherein the attribute comprises a location in the form of a geographic location of the user.

39.   (Original) The system of claim 35, wherein the attribute comprises a location in the form of a network address of a computer of the user.